

WHAT IS CLAIMED:

1 1. A retrofit cashier counter, wherein an original cashier counter includes an existing
2 countertop and wherein said countertop has a defined shape, wherein the retrofit cashier counter
3 comprises:

4 a base, wherein said base includes a well and wherein said well is configured to
5 shroudably receive the defined shape of said existing countertop, and wherein said base is
6 mountable upon said existing countertop, and wherein said base presents an advertising
7 surface; and

8 a transparent cover, wherein said transparent cover is positionable above said
9 advertisement surface.

1 2. The retrofit cashier counter of claim 1, wherein said transparent cover is maintained atop
2 said advertisement surface by a plurality of surrounding walls that are presented by said base.

1 3. The retrofit cashier counter of claim 1, wherein said advertisement surface is dividable
2 into a plurality of sections.

1 4. The retrofit cashier counter of claim 1, wherein a clearance area is provided intermediate
2 said advertisement surface and said transparent cover.

1 5. The retrofit cashier counter of claim 1, wherein said well of said base is configured to
2 shroudably receive a plurality of differently-sized existing countertops.

1 6. A retrofit cashier counter, wherein an original cashier counter includes an existing
2 countertop and wherein said counter top is defined by a length, width and depth, the retrofit
3 cashier counter comprises:

4 a base, wherein said base includes a well and wherein said well is configured to
5 shroudably receive the length, width, and depth of said existing countertop, and wherein
6 said base includes a base panel that is mountable to said existing counter top, and wherein
7 said base panel presents an advertisement surface; and

8 a transparent contact surface, wherein said contact surface is removably
9 positionable atop said advertisement surface.

1 7. The retrofit cashier counter of claim 6, wherein said contact surface is maintained atop
2 said advertisement surface by a plurality of surrounding walls that are presented by said base.

1 8. The retrofit cashier counter of claim 6, wherein said advertisement surface is dividable
2 into a plurality of advertisement sections.

1 9. The retrofit cashier counter of claim 6, wherein a clearance area is provided between said
2 advertisement surface and said transparent contact surface.

1 10. The retrofit cashier counter of claim 6, wherein said base is configured to shroudably
2 receive the length, width, and depth of a plurality of differently-sized existing countertops.

1 11. A cashier counter that is placeable over an existing cashier counter, the cashier counter
2 comprising:

3 means for shrouding said existing cashier counter, wherein at least a portion of
4 said means for shrouding additionally for presenting advertising to a consumer;
5 means for securing said means for shrouding to said existing cashier counter; and
6 means for transparently covering said portion of said means for shrouding that is
7 for presenting advertising to a consumer.

1 12. The cashier counter of claim 11, wherein said means for shrouding additionally for
2 maintaining said means for transparently covering atop said portion.

1 13. The cashier counter of claim 11, wherein said portion for presenting advertising is
2 dividable into a plurality of portions.

1 14. The cashier counter of claim 11, further comprising means for providing a gap between
2 said portion for presenting advertising and said means for transparently covering.

1 15. The cashier counter of claim 11, wherein said means for shrouding is configured for
2 accommodating a plurality of differently-sized existing cashier counters.